

Evaluation Plan

In order to ensure that the North Carolina Asthma Plan is working and serving the purposes that its drafters intended, a comprehensive evaluation framework has been designed. The North Carolina Asthma Program, in collaboration with the Asthma Alliance of North Carolina, the Asthma Project Management Team, and other key stakeholders across the state, will conduct ongoing evaluations to assess the qualitative and quantitative success of the North Carolina Asthma Plan. Our evaluation plan demonstrates outcome/output indicators related to addressing asthma and working to reduce the burden of asthma in our state.

To facilitate the evaluation process, the North Carolina Asthma Plan authors developed objectives and strategies with the “SMART” format in mind. Participants in our April 2006 facilitated workshop were provided these guidelines to help participants in making the objectives and strategies specific, measurable, attainable, relevant, and time-bound. Including these aspects of the “SMART” format whenever possible will allow for more comprehensive evaluation.

Our evaluation process will follow many of the steps included in CDC’s *Framework for Program Evaluation in Public Health* and will incorporate other evaluation strategies relevant to activities and initiatives in North Carolina.

First, stakeholders will play an integral role in what we learn and apply from our evaluation process. Our partners and stakeholders are key to the success of the North Carolina Asthma Plan, and gaining their buy-in has been critical. The Asthma Alliance of North Carolina (AANC), our largest stakeholder group and statewide coalition, will devote one of their meetings each year to reviewing progress toward reaching the goals, objectives, and strategies set forth in the plan. AANC subcommittee chairs will be particularly instrumental in taking lead roles in helping to evaluate their particular sections of the plan. These individuals, along with other committee members, will work with the N.C. Asthma Program Consultant and Coordinator to track progress toward the completion of

initiatives outlined within their respective workgroup sections. They will also work to restructure and/or revisit the goals, objectives and strategies in their sections, when necessary.

The Asthma Project Management Team (PMT), advisory team to the N.C. Asthma Program, will also devote one of their semi-monthly meetings each year to reviewing progress toward reaching the goals, objectives and strategies set forth in the plan. At each meeting of both the AANC and the PMT, the Asthma Program Consultant or Coordinator will give a progress report on plan initiatives.

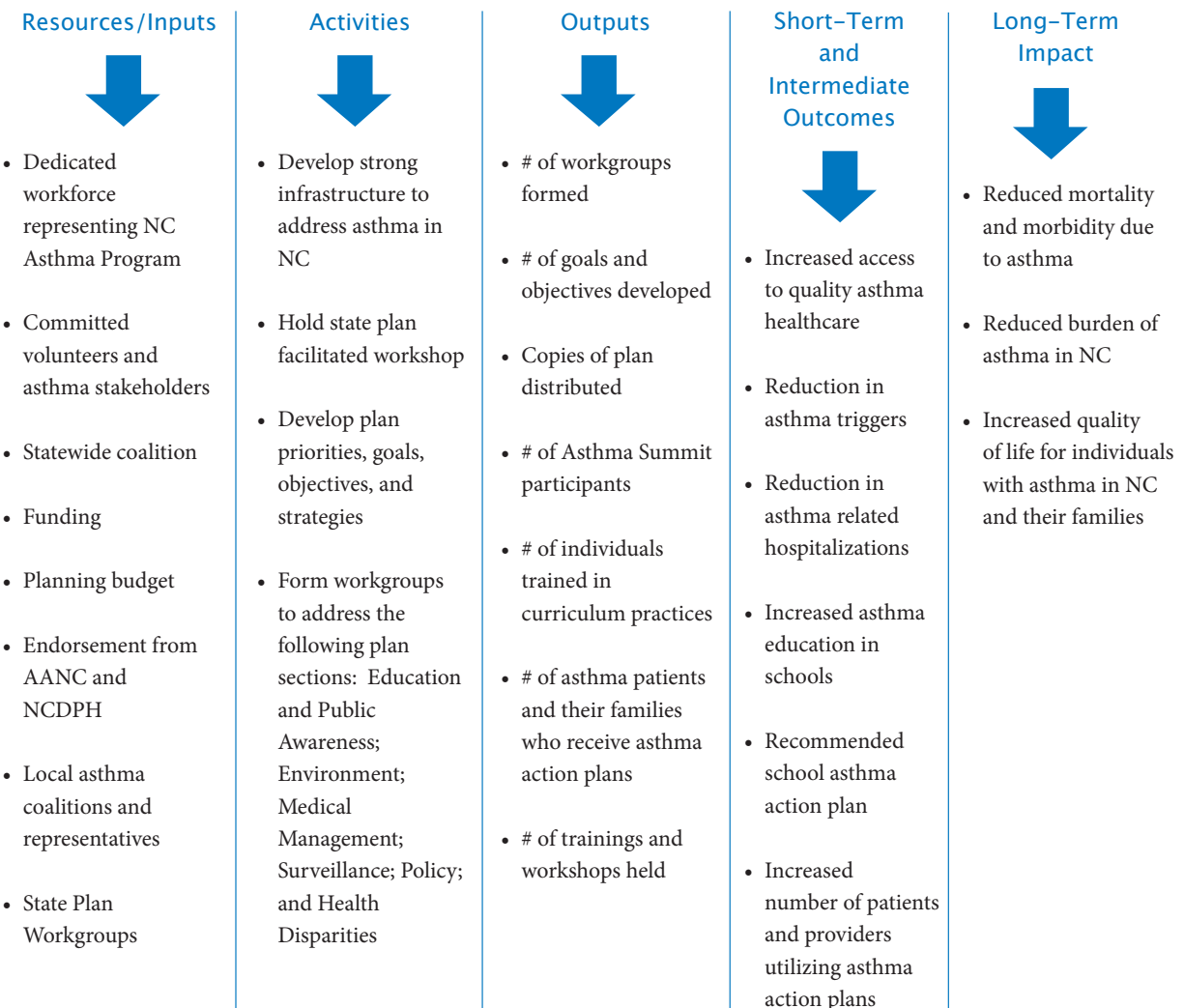
Local Asthma Coalitions will also be targeted for input. These are the representatives who will be implementing the day-to-day aspects of the state plan. The Asthma Program Consultant and Coordinator will conduct personal interviews and group meetings, on both local and regional bases, to discover how evaluation techniques and the plan itself can be best structured to meet the specific needs of coalitions.

In addition to yearly reviews of this plan by the entities named above and other stakeholders, a framework for the next North Carolina Asthma Plan will be established, and the next plan will be released within five years.

Upon the release of the North Carolina Asthma Plan, an electronic evaluation tool will be posted on the North Carolina Asthma Program’s website for completion by constituents and stakeholders who view the plan online. Also, as funding permits, the same evaluation form will be mailed out, either with printed copies of the plan

or a short time after the plan is mailed. Results will be compiled by the Asthma Program Statistician and will be used to make necessary adjustments and improvements to plan activities.

Second, a logic model has been found to be a reasonable tool for clarifying the focus and direction of this initiative. It's quite helpful to pictorially display and summarize the steps leading to the plan's desired outcomes. The logic model for the North Carolina Asthma Plan is as follows:



Evaluation (continued)

This evaluation section has been included in the plan as a protocol for establishing clear and appropriate plan evaluation procedures. Just as plan goals, objectives, strategies, etc. will be adjusted if needed following review, this evaluation strategy will be revised if critical circumstances change.

Furthermore, North Carolina Asthma Program staff will continue to poll key stakeholders, including the AANC, on how to best utilize evaluation findings, and we will subsequently tailor evaluation techniques to what will be most beneficial for our colleagues and stakeholders.

Some specific topic areas that will be addressed with our initial evaluation surveys are:

- The type of organization that the stakeholder(s) represents;
- How the stakeholder(s) plans to use the state plan;
- Partners that the stakeholder(s) plans to involve;
- Rating of the usefulness of each section;
- Content that the stakeholder(s) would like to see in future editions of the plan; and
- Other individuals or organizations that they believe would benefit from the plan.

A follow-up evaluation survey of state plan-related initiatives will address the following:

- Partners and stakeholders who have been targeted;
- Additional partners and stakeholders that we hope to reach with plan activities;
- Progress toward meeting timelines;
- Detailed accomplishments in implementing plan activities;
- If a particular objective or strategy has not been reached, why; and
- Plans for addressing the remainder of the plan initiatives.

This follow-up survey will be collectively developed by N.C. Asthma Program staff, AANC committees, and the Asthma Project Management Team during the first year of plan implementation, and it will be administered to key targeted stakeholders and partners upon the completion of the first year of the North Carolina Asthma Plan.

The following techniques and strategies will also be used for gathering evidence on the plan's effectiveness:

- Gathering success stories and challenges relating to plan activities;
- Tracking plan activities through activity forms, logs, participant lists, and minutes; and
- Surveys and personal interviews (as previously mentioned).

We also recognize the importance of communicating the results of our plan evaluation to our stakeholders and community representatives. Doing so will help us to ensure that the needs of these persons and the citizens of North Carolina are being adequately met.

